

Shift Insight – Sustainability policy

Policy owner: Jane Powell

Latest review date: 1st February 2023

This policy is reviewed for continued completeness, relevance and accuracy at yearly intervals.

1. What does our policy cover?

1.1 This Sustainability Policy exists to set out the responsibilities of Shift Insight Ltd and those who work for us in regard to the sustainability of our operations.

1.2 While we stand behind all of the UN Sustainable Development Goals, there are two on which we are particularly focused:

- Climate Action: Take urgent action to target climate change and its impacts.
- Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

1.3 This policy focuses particularly on environmental sustainability – including climate change, but also issues around waste and pollution.

2. Policy statement

We are committed to sustainable development (meeting the needs of the present without compromising the ability of future generations to meet their own needs) as a guiding principle within our work. We are signed up to the Market Research Society sustainability pledge and are a proud B Corp, part of which is an assessment of how we approach our environmental impact.

We recognise that there is a cost to the environment in the way we operate. It is our policy to conduct our business in an environmentally accountable manner, in compliance with all relevant environmental legislation and we are committed, where practicable, to minimising any adverse environmental impacts that may result from our operations.

3. Policy aims

We aim to:

- take into account the direct environmental impacts of our operations (including those of our buildings, travel, and the procurement of materials and services) and, where possible, make a positive contribution to the environment.
- improve our energy efficiency by actively managing energy in our operations.
- reduce waste generation and increase the proportion of waste that is recycled.
- work with our supply chain to identify and mitigate the environmental impacts associated with our activities.
- measure, monitor and communicate the environmental performance of our activities to drive continual improvement in areas of significant risk and opportunity.

- promote a culture of environmental awareness among our staff and encourage them to conduct their activities in an environmentally friendly manner.
- extend this culture of environmental awareness to our suppliers, contractors, clients and the sector more broadly.

4. Specific policy areas

a) Office equipment and resources

- We minimise the use of paper in the office.
- We seek to buy recycled and recyclable products where possible.
- We seek to recycle and reuse what we buy.
- We investigate sharing or renting before buying.
- We evaluate environmental impact for major and significant suppliers and favour more environmentally friendly products or suppliers, including preferring local suppliers over international ones where appropriate.
- We use environmentally friendly cleaning products where possible.
- We only use licensed organisations to dispose of waste.
- We use Ecosia as our search engine, which plants trees when we search.

b) Energy and water

- We offset our carbon emissions annually.
- We seek to reduce the amount of energy we use as much as possible. Shift aims to produce near to zero emissions by 2050 without off-sets, with a 90% decrease from baseline emissions (5.284 tCO_{2e}).
- We switch off equipment when not in use.
- We adjust heating and air conditioning with energy conservation in mind.
- We take into account the energy consumption of new products, e.g. computers, when buying them.
- We use green energy suppliers when possible.
- We have specifically selected an office building with low environmental impact – the Department Store Studios feature a prefabricated Cross Laminated Timber (CLT) structural frame which absorbs carbon dioxide and provides fire safety properties and airtightness. Its 120 sqm of green roof and planted terraces enhance local biodiversity, and 28 photovoltaic panels create renewable energy on site. An advanced lighting system ensures that natural daylight from all four sides of the building is only supplemented when necessary.

c) Travel and transport

See our travel policy

d) Finance and investments

- We offer all staff an ethical investments option for their pension.
- We are currently investigating offering a completely Fossil Fuel Free pension.

5. Monitoring and improvement

We aim to constantly improve our social impact and minimise our environmental footprint. We examine this policy every year. The senior management team is responsible for improvements in this area.

Every year in March, staff are required to attend an Environmental and Social Responsibility workshop. During this session, the following aspects of CSR are considered:

- Information regarding new legal requirements.
- Future directions and initiatives.
- Good environmental practice.
- Workshop sessions to highlight improvements to current policy and generate ideas for future implementation.

We set new goals each year for improvement and track these. Staff have sustainability and social impact embedded in their appraisals and our senior team have it in their job descriptions. We make our progress public in our annual impact report.